

**From:** kerry@hollywoodbid.org  
**CC:** Devin Strecker, Joseph Mariani, Camila Webb, MatthewSeverson  
**BC:** PETER ZARCONE  
**Subject:** Your help needed in reaching out to restaurants and gathering raffle prizes  
**Date:** 28-Oct-2015 13:10  
**Attachments:** TEXT.htm [Save] [Open]  
Mime.822 (excluded from export)  
HPOA\_Restaurant\_onesheet-final.pdf [Save] [Open]  
**Creation Date:** 28-Oct-2015 13:05  
**Store Date:** 18-Nov-2015 23:00  
**Status:** forwarded,opened,read  
**Box Type:** received  
**Folder:** PETER ZARCONE Home > Mailbox  
**Message Id:** 5630C92C.LAPDDomB.POB5.200.20000E0.1.126CE.1

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TO: Board members

Please take a look at the list of restaurants and businesses that are providing discounts to festival-goers next week. Festival-goers will be identified by a green button that they will purchase for \$1.  
<http://onlyinhollywood.org/festival/festival-buttons/>

Here is our ask:

1. If you are affiliated (through your tenants or contacts) with any business who might want to be listed on this page, and promoted during the festival, please communicate directly back to Camila at [OnlyinHollywood@hollywoodbid.org](mailto:OnlyinHollywood@hollywoodbid.org)<<mailto:OnlyinHollywood@hollywoodbid.org>>. We are happy to do the follow up - but we need your introduction to open the door. (I have attached the restaurant one-sheet that you can use.)

2. Everyone who buys a button will also be asked to fill out a short survey that will be used as demographic data for the 2016 festival. To provide an incentive to fill out the survey, we are assembling a package of gifts/coupons/tickets, etc that can be assembled into one (or more) raffle baskets. If you are affiliated with a business who can contribute to this raffle, please let me know.

3. Finally, we are recruiting approx.. 100 volunteers from our four schools - AMDA, Emerson, LA Film School and MI. We are holding an orientation for them this weekend. Thank you to AMDA who has paid to sponsor the volunteer t-shirts. We want to provide some incentives to our student volunteers - movie tickets, food discounts, CD's - use your imagination. If you can help in any way, I would need 100 of whatever you can offer.



Many thanks - we are hoping that every board member will make it a priority to come out for at least one night of the Festival experience to see Hollywood spring to life, and envision the possibilities for 2016 and beyond! You can buy your button from us :)

Kerry

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KERRY MORRISON  
Executive Director

[ Hollywood Property Owners Alliance ]

1680 N. Vine Street, Suite 600 | Los Angeles, CA 90028

323.463.6767 | [kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org) <<mailto:kerry@hollywoodbid.org>> |

[onlyinhollywood.org](http://www.onlyinhollywood.org/) <<http://www.onlyinhollywood.org/>>

